

AGN. NO.

MOTION BY SUPERVISOR MARK RIDLEY-THOMAS

MAY 6, 2014

Proclaiming May As CalFresh Awareness Month

One of the highest priorities of the Los Angeles County Department of Public Social Services (DPSS) is to reduce hunger in the nation's largest county by increasing access and participation in the CalFresh Program. The CalFresh program was created to promote and safeguard the health and well-being of low-income households by increasing their food purchasing power and raising their levels of nutrition.

In Los Angeles County, where more than ten million people reside, a record high of 1.2 million individuals received CalFresh benefits in January 2014. Yet, in spite of this increase, it is estimated that about half of those who may be eligible for assistance are not receiving it because they are simply unaware that they may qualify. In an effort to educate residents about CalFresh and remove the barriers that discourage eligible individuals and families from applying for assistance, DPSS is collaborating with various faith-based and community-based partners to implement a comprehensive and coordinated CalFresh Awareness Month Campaign.

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Through its CalFresh partnerships, DPSS is also working to publicize more convenient methods to apply for services through the use of an online application and a web-based customer service center. DPSS has also enlisted the help of the Department of Public Health, local governments, supermarket chains, farmers' markets, food banks, and local school districts, in sharing the valuable information about nutrition education and the long-term benefits of exercise.

I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

Proclaim May 2014 as "CalFresh Awareness Month" in Los Angeles County, and urge all County residents to learn about the benefits of the CalFresh program and the importance of good nutrition.

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